



## Zee Africa localizes legacy content for English Channel



## Client profile

Zee TV, the flagship channel of Zee Entertainment Enterprises Limited was launched in October 1992. With a reach of more than 169 countries and access to more than 670 million viewers globally, Zee TV has created strong brand equity and is the largest media franchise serving the South Asian diaspora. Realizing their strength in programming and the need for Indian entertainment in the overseas market, Zee TV launched in the UK/Europe (1995), the USA (1998), Africa (1998) and is today available across five continents. Nearly two decades since its launch, Zee TV has led the growth of the satellite and cable industry in India. The popularity of Zee arises from its understanding of Indian culture and beliefs which are depicted in its programming.

## Business context

ZEE's goal was to cater to international audiences beyond the Indian diaspora. Zee TV was looking to launch an English channel in Africa leveraging its legacy content by editing, adapting and dubbing for the local audience. Zee required a partner with the ability to manage and transform a huge volume of content, and provide seamless and timely delivery.

## Objectives

Zee TV and Prime Focus Technologies (PFT) joined hands in a two-year contract to achieve the following objectives:

- To adapt Hindi serials and movies to English and provide enriched content with an authentic native touch
- To efficiently manage content movement across continents
- To ensure high quality and provide timely digital delivery

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**Africa's number one genre is soap opera, and by an extraordinary margin. Of all TV viewing in 2012, 36.7% (1.215 million) was devoted to soaps, 220% higher than the second-ranked and 230% higher than the third-ranked genre\***

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## PFT solution

Armed with the right skills and local talent to achieve an appropriate local English accent, PFT emerged as a trusted partner in dubbing Hindi episodic content and select Hindi (Bollywood) movies for the African market.

PFT made use of its revolutionary CLEAR™ Media ERP platform to streamline the entire process and ensure timely delivery of Hindi serials and movies dubbed in English.

CLEAR allowed PFT to create uninterrupted workflows, overcome cross-border challenges and ensure virtual collaboration in a seamless manner.

PFT hired 25 to 30 experienced professionals across teams, including a dubbing operations team (dub artists and a local dubbing director with skilled recording engineers and dialogue writers), software integration team, editing and mastering teams.

PFT worked in collaboration with Zee's IT team for the ingest process and CLEAR virtualized each of their business processes around content.

In order to manage voice casting, recording, studio rentals, script transcreation and final audio mixing, and carry out final voice mastering with dubbed audio track, the following high level workflow was adapted:

- Content editing/packaging at PFT Mumbai facility - 'True North', Mumbai to suit the African audience
- Edited Content sent to Johannesburg (ZEE Africa/ATL) for approval
- Automated E-mail notifications sent to all stakeholders on approval by ZEE Africa
- The approved, edited content is moved back to the dubbing teams in India (Mumbai/Delhi) and Cape Town for ADR/Dubbing leveraging in-house audio studios
- Dubbing team executes the recording work for 200 hrs monthly
- The pre-mixed recorded dialogue is delivered back to mixing team at Mumbai
- The mixed content is sent to ZEE Africa/ATL for final approval through CLEAR
- The final content is mastered and delivered to ZEE India from 'True North', Mumbai

As the original-version dialogue was in Hindi, the Creative Supervisor in Africa could not suggest edit points. PFT overcame this language barrier by providing subtitle scripts for better understanding of the content.

To ensure quality checks and digital delivery, the following dubbing process was followed:

### Dubbing Process

#### Stage 1

- Work Order – Create work orders for source content ingest on to CLEAR
- Ingest – Source content ingested
- Media Analysis – Check conformity to master file formats
- Notify – Transcribers notified for time segment level transcription

#### Stage 2

- S&P – Gather edit points, CG, M&E audio inputs for Mastering
- CLEAR – Review & Approval of transcription & video

#### Stage 3

- Mastering – Receive S&P review inputs and FCP XML
- CLEAR – View all versions of a work order
- S&P – Approval/rejection shared with the Dubbing production team

#### Stage 4

- Dubbing – S&P approves rough cut – Dubbing commences
- CLEAR – Post Dubbing, rough cut uploaded for media analysis and review for compliance

#### Stage 5

- CLEAR – Approved final script uploaded; TX Master ingest
- Tech Check – Review & Approval of script
- Diva – Files archived

PFT was adept in handling the meticulous process and achieving challenging objectives. The workflow and the digital dubbing process ensured quality checks at multiple levels, and made the process more efficient and robust.

## Client Outcome

Zee TV found a suitable partner in PFT who could ease their entry into the African market. Zee was able to reach and engage its target audience in Africa by leveraging PFT's strengths, experience and its Media ERP platform – CLEAR.

PFT excelled in its role and provided engaging content in an authentic native accent to capture the attention of Zee TV's international distribution team. PFT's expert resources, technical skills, CLEAR Media ERP, and a thorough dubbing process ensured that Zee TV was able to attract and retain their viewership in Africa.

## About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Disney, Turner, PBS, 21st Century Fox-owned Star TV, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)



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